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**BACK AND BREADER THAN EVER – PANERA TAKES THE DOUBLE BREAD BOWL NATIONWIDE**

*Beginning on Valentine's Day, Double Bread Bowls Available for a Limited Time Including Delivery*

**ST. LOUIS, FEBRUARY 13, 2019** – Just in time for Valentine's Day—because what's more romantic than sharing soup? — Panera Bread is officially launching **Double Bread Bowls** across the country. Available for a limited time beginning February 14 and running through February 28, the Double Bread Bowl creates the perfect #PaneraDate to celebrate with your significant other or BFF. Baked fresh daily, Double Bread Bowls will be available each day while supplies last.

The Double Bread Bowl will be available in participating cafes nationwide starting at \$9.99\* in bakery-cafes, on the website, and on the app via Rapid Pickup® or delivery (at participating cafes where Panera offers delivery – check availability [here](#)). Guests ordering in cafe can select any combination of their choosing—91 different combinations in total, giving them a chance to exercise their culinary creativity. Those ordering online or via the app can choose from these five fan favorite combinations:

- Chicken Noodle and Broccoli Cheddar
- Creamy Tomato and Broccoli Cheddar
- Broccoli Cheddar and Broccoli Cheddar
- Bistro French Onion and Broccoli Cheddar
- Ten Vegetable and Creamy Tomato

“Since the test launch, we’ve seen an overwhelming response on social media from fans asking, ‘When will Double Bread Bowls come to my city?’ We’re excited to answer that demand and spread the bread to guests nationwide,” said Tom Sadler, Panera’s Vice President of Food & Beverage Product Development. “The Double Bread Bowl encourages our guests to take their favorite soups to the next level and share an unforgettable meal with a friend or loved one.”

Crafted from the same artisan Sourdough bread used in the classic Bread Bowl, the Double Bread Bowl features a crunchy crust and chewy center that pairs perfectly with all Panera soups, from sweet Creamy Tomato to the cheesy goodness of Broccoli Cheddar. As with all of Panera’s offerings, the Double Bread Bowl is free from artificial preservatives, sweeteners, flavors and colors from artificial sources.

Valentine's Day marks the mid-point of the winter season, and what better way to spread the warmth and ward off the arctic chill than with soup for two! For more information and to share your bread bowl love, follow Panera on social and use the hashtag #DoubleBreadBowl.

\*Price varies by market. Does not include any applicable taxes or delivery fees.

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## About Panera Bread

Thirty years ago, at a time when quick service meant low quality, Panera set out to challenge this expectation. We believed that food that was good and that you could feel good about, served in a warm and welcoming environment by people who cared, could bring out the best in all of us. To us, that is food as it should be and that is why we exist.

So we began with a simple commitment: to bake bread fresh every day in our bakery-cafes. No short cuts, just bakers with simple ingredients and hot ovens. Each night, any unsold bread and baked goods were shared with neighbors in need.

These traditions carry on today, as we have continued to find ways to be an ally for wellness to our guests. That means crafting a menu of soups, salads and sandwiches that we are proud to feed our families. Like poultry and pork raised without antibiotics on our salads and sandwiches. A commitment to transparency and options that empower our guests to eat the way they want. Seasonal flavors and whole grains. And a commitment to removing or not using artificial additives (preservatives, sweeteners, flavors, and colors from artificial sources) in the food in our bakery-cafes. Why? Because we think that simpler is better and we believe in serving food as it should be. Because when you don't have to compromise to eat well, all that is left is the joy of eating.

We're also focused on improving quality and convenience. With investments in technology and operations, we now offer new ways to enjoy your Panera favorites – like mobile ordering and Rapid Pickup® for to-go orders and delivery – all designed to make things easier for our guests.

As a result, Panera has been one of the most successful restaurant companies in history. What started as one 400-square-foot cookie store in Boston has grown into a company with more than 2,300 units, nearly \$6 billion in system-wide sales, and over 100,000 associates. In more than 25 years as a publicly traded company, Panera has created significant shareholder value.

In late 2017, Panera acquired Au Bon Pain Holding Co. Inc., parent company of the 304-unit Au Bon Pain bakery-café chain. The acquisition reunites Panera and Au Bon Pain, both of which were founded by Ron Shaich, and will intensify Panera's growth in new real estate channels, including hospitals, universities and transportation centers.

As of December 28, 2018 there were 2,114 bakery-cafes in 48 states and in Ontario, Canada, operating under the Panera Bread® or Saint Louis Bread Co.® names. For more information, visit [panerabread.com](https://panerabread.com) or find us on Twitter ([@panerabread](https://twitter.com/panerabread)), Facebook ([facebook.com/panerabread](https://facebook.com/panerabread)) or Instagram ([@panerabread](https://instagram.com/panerabread)).